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香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG



School of Business
The Hang Seng University of Hong Kong

2022 AIB ASIA PACIFIC REGIONAL CONFERENCE

RESILIENCE IN INTERNATIONAL BUSINESS

(在英文版之后可以阅读中文版)

Date: 7-9 December 2022

Locations:

The University of Nottingham Ningbo China, Ningbo, China (7-9 December 2022)

The Hang Seng University of Hong Kong, Hong Kong, China (9 December 2022)

Submission Deadline: Thursday, 20 October, 2022 (Extended)

Registration Deadline: Thursday, 10 November, 2022 (Extended)

Host: University of Nottingham Ningbo China Ningbo, China

Address: 199 Taikang East Road, Ningbo, China

<https://www.nottingham.edu.cn/en/business/>

Co-host and Secretariat: The Research Institute for Business (RIB), School of Business

The Hang Seng University of Hong Kong

Address: Hang Shin Link, Siu Lek Yuen, Shatin, New Territories | Email: karlchu@hsu.edu.hk

<https://sbus.hsu.edu.hk/en/>

Online submission: <https://meetings.aib.msu.edu/asiapacific/2022/>

Note: For papers/extended abstracts submitted to the Chinese track, please go to Manuscript Submission Form, Next to Track, please select Special Chinese Track for 2022 Chapter Conference.

If you have any trouble making the submission, please contact Yuxue Luo via

Yuxue.Luo@nottingham.edu.cn



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In 2019 our annual conference was successfully staged in Cebu, the Philippines. At that time no one would have thought that this would have been our last face-to-face conference for several years. Now, almost three years on, the world is still grappling with the latest variants of Covid 19 and their impact on international business. It is estimated that global foreign direct investment diminished by over 40% in 2021 alone. Indeed, the virus has forced companies to search for new ways to survive and succeed. Those equipped with proactive, innovative, and carefully managed risk-taking behaviour are likely to stay afloat and may even grow in such turbulent conditions.

In the volatile, uncertain, complex and ambiguous environment, it is critical for multinational enterprises (MNEs) to integrate, build and reconfigure internal and external resources and capabilities to cope with the rapidly changing competitive landscape. Specifically, MNEs need to build resilience by rebalancing global value chains.

Moreover, the Covid-19 crisis has presented unique opportunities for international businesses that have engaged and invested in digitalisation. It is expected that the role of digitally enabled internationalising businesses i.e., born digitals has become more prevalent during the pandemic and this trend is likely to continue in the near future. It is therefore timely for international business practitioners and scholars to learn more about firms' digitalisation, and how this may contribute to the sustainability of international business ventures.

At AIB 2022 Asia Pacific Conference, we seek to shed light on resilience, risk management, and sustainability of international business operations under the current harsh conditions and beyond.

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Suggested Topics

- Big data and business analytics in international business
- Impact of COVID-19 on international business
- Regionalism, globalisation, and internationalisation
- De-Globalisation and decoupling
- Emerging market multinationals
- International human resource management
- International entrepreneurship
- International supply chain and e-commerce management
- International management information systems/decision support systems
- International operations of born global companies and hidden champions
- case study for theoretical development or teaching
- Environmental, social, corporate governance and international business
- Digitalisation in international business
- Impact of information and computing technology on international business
- Institutions and international business
- Entrepreneurship and innovation in an emerging market environment
- International accounting, taxation, economics and finance
- International marketing strategies
- International trade management
- Online teaching and hybrid teaching in turbulent times
- Resilience and rebalancing of global value chains
- Social media and networking in international business

FORMAT AND DEADLINES (Online paper submission links will be posted in due course)

- Submit an electronic copy of the extended abstract by Thursday, 20 October 2022 via the online submission. Unless specified, guidelines and style for abstract preparation should follow those of the Journal of International Business Studies (JIBS, <http://www.jibs.net>).
- Acceptance notification will be sent by Sunday, 30 October 2022. The author(s) must certify that the accepted extended abstract is not copyrighted and has not been published elsewhere.
- Extended abstracts will be arranged for presentation and publication ONLY if at least one of the authors registers for the conference by the registration deadline, Thursday, 10 November 2022.
- An individual author may not appear on more than two manuscripts.
- **Note: For papers/extended abstracts submitted to Chinese track, please go to Manuscript Submission Form. Next to Track, please select Special Chinese Track for 2022 Chapter Conference.**

CONFERENCE PROCEEDINGS

Accepted extended abstract will be included in the Conference Proceedings. Except papers submitted to the Chinese track, papers and presentations should be in English.

Registration (Online registration link will be posted in due course, payment in RMB possible)

	AIB members	Non AIB members
Early (Before/on Nov.10)	US\$345	465 US\$/420 ⁴ US\$ (include 1-year AIB membership fee ¹ of US\$120/ US\$75 ⁴)
Regular (After Nov. 10)	US\$445	565 US\$/520 ⁴ US\$ (include 1-year AIB membership fee ¹ of US\$120/ US\$75 ⁴)
Low Income ²	US\$225	285 US\$/255 ⁴ US\$ (include 1-year AIB membership fee of US\$60/US\$30 ⁴)
Student	US\$225	265 US\$/250 ⁴ US\$ (include 1-year AIB membership fee of US\$40/ US\$25 ⁴)
Online ⁵	US\$99	

REMARKS:

Please refer to <https://www.aib.world/membership/new-members/> for details of AIB membership rate structure.

Registration will NOT be confirmed until full payment is received. The registration fee includes luncheons, coffee breaks, and conference dinner.

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1. Membership fees are for 12 months of membership, starting from the day AIB Headquarters processes your membership application. Please ensure that you have a valid AIB membership before registering the AIB Asia Pacific regional conference. To join or renew your AIB membership, please go to: <https://www.aib.world/membership/>
2. Individuals with gross annual incomes less than US\$25,000. Full benefits and voting rights apply.
3. Proof of full-time student status is required. Full benefits and voting rights apply
4. Available to individuals from low income or lower-middle-income economies only (according to the classifications of the World Bank). Full benefits and voting rights apply.
5. Online participation is only applicable to the attendees outside of the Chinese mainland.

CONFERENCE LOCATION & ACCOMMODATION

Ningbo is located on China's eastern seaboard, a two-hour train ride south of Shanghai, convenient for travel in and outside of China. It is a rapidly growing city with more than nine million people and a 7,000-year-old history, allowing visitors to embrace both an exciting and culturally stimulating city (*Source: The University of Nottingham Ningbo China*). The conference accommodation will be announced in due course.

2022 国际商务学会亚太地区会议

国际商务的韧性

时间：2022 年 12 月 7-9 日

地点：

宁波诺丁汉大学 (2022 年 12 月 7-9 日)

香港恒生大学 (2022 年 12 月 9 日)

提交截止日期：2022 年 10 月 20 日

注册截止日期：2022 年 11 月 10 日

主办方：宁波诺丁汉大学商学院

地址：中国宁波泰康东路 199 号

<https://www.nottingham.edu.cn/en/business/>

联合主办方和秘书处：香港恒生大学商学院商务研究所

地址：香港新界沙田小沥源行 | 秘书处邮箱：karlchu@hsu.edu.hk

<https://sbus.hsu.edu.hk/en/>

线上投递：<https://meetings.aib.msu.edu/asiapacific/2022/>

注意：中文会议场次投稿请在填写 Manuscript Submission Form 时，
在 Track 下拉选择 Special Chinese Track for 2022 Chapter Conference.

如果在线投稿遇到问题，请联系罗玉雪 (Yuxue.Luo@nottingham.edu.cn)



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2019 年，我们的区域年会在菲律宾的宿务市成功举办。当时没有人想到，这将是未来若干年最后一次面对面的年会。近 3 年过去了，除了其他外部冲击，世界仍在应对新冠病毒的最新变种。全球商务领域受到严重的干扰。据估计，仅 2021 年，全球对外直接投资就下降了 40% 以上。在全球范围内，那些具备主动态度、创新精神及谨慎管理风险能力的企业往往具有很强的韧性，能够在动荡的时代保持生存甚至进一步发展。

在多变、不确定、复杂且模糊的环境中，为应对快速变化的竞争格局，跨国企业整合、构建和重新配置内部和外部资源和能力是非常重要的。具体来说，跨国企业需要通过重新平衡全球价值链来建立韧性。

复杂多变的环境为跨国公司投资和利用数字化提供了独特的机会。事实上，在新冠大流行期间，数字化国际商务运营已变得普遍，在可预见的将来，数字化转型可能会持续。因此，对于国际商业学者和实践者来说，研究企业数字化，并探讨如何在全球范围内促进企业的可持续性恰逢其时。

在 2022 年 AIB 亚太会议上，我们将探索在当前及以后的艰难条件下国际商业运营的韧性、风险管理和可持续性。

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建议的主题

<ul style="list-style-type: none"> 国际商务中的大数据和商业分析 新冠病毒大流行对国际商务的影响 区域化和全球化 逆全球化和脱钩 新兴市场跨国企业 国际人力资源管理 国际创业 国际供应链和电子商务 国际管理信息系统/决策支持系统 生而全球化的公司和隐形冠军的国际化经营 旨在理论发展或教学的案例研究 	<ul style="list-style-type: none"> 环境、社会、治理和国际商务 国际商务中的数字化 信息和计算技术对国际商务的影响 制度和国际商务 新兴市场环境下的创业和创新 国际会计、税务、经济和金融 国际营销 国际贸易管理 多变时期的在线和混合教学 全球价值链的韧性和再平衡 国际商务中的社交媒体和网络等
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格式和截止日期 (网上论文提交链接将适时公布)

- 在 2022 年 10 月 20 日前在线提交详细摘要的电子版。除非特别说明，摘要应遵循国际商务研究杂 (JIBS, <http://www.jibs.net>) 的准则和样式。
- 接收通知将于 2022 年 10 月 30 日前发送。作者必须证明被接收的详细摘要没有版权约束，也没有在其他地方发表过。
- 只有在注册截止日期(2022 年 11 月 10 日)之前至少有一名作者注册，才会安排摘要的讲演和发表。
- 一个作者不应出现在两份以上的会议投稿中。
- 注意：中文会议场次投稿请在填写 Manuscript Submission Form 时，在 Track 下拉选择 Special Chinese Track for 2022 Chapter Conference.**

会议论文集

被接受的详细摘要将列入会议论文集。除中文会议场次使用中文外，其他论文及幻灯片必须用英文撰写。

注册 (网上注册链接将适时公布，可选择以人民币支付，具体方式届时公布)

	AIB 会员	非 AIB 会员
优惠 (11 月 10 日及之前)	345 美元	465 美元/420 ⁴ 美元 (包括一年 AIB 会费 ¹ , 120 美元/75 ⁴ 美元)
普通 (11 月 10 日之后)	445 美元	565 美元/520 ⁴ 美元 (包括一年 AIB 会费 ¹ , 120 美元/75 ⁴ 美元)
低收入 ²	225 美元	285 美元/255 ⁴ 美元 (包括一年 AIB 会费, 60 美元/30 ⁴ 美元)
学生	225 美元	265 美元/250 ⁴ 美元 (包括一年 AIB 会费, 40 美元/25 ⁴ 美元)
在线参会 ⁵	99 美元	

备注:

有关 AIB 会员收费结构的详情，请参阅 <https://www.aib.world/membership/new-members/>。

报名将于收到全部款项后确认。报名费包含午餐、茶/咖啡和会议晚餐。

- 会员费包含 12 个月的会员资格，从 AIB 总部处理接受您的会员申请之日起算。在注册 AIB 亚太地区会议前，请确保您已成为 AIB 的有效会员。如欲加入或续签 AIB 会员资格，请浏览网页 <https://www.aib.world/membership/>
- 年收入总额低于 25,000 美元，享受全部待遇和投票权。
- 要求提供全日制学生身份证明，享受全部待遇和投票权。
- 仅向来自世界银行分类所指的低收入或中低收入经济体的个人提供，享受全部待遇和投票权
- 在线参会只限于中国大陆之外的与会者

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会议地点及住宿

宁波位于中国东部沿海地区，距上海两小时高铁车程，方便国内外旅游。它是一个快速发展的城市，拥有 900 多万人口和 7000 年的历史，游客们可以沉浸于令人兴奋的甬派城市文化（来源：[宁波诺丁汉大学](#)）。会议住宿将在适当时候公布。